

# **BACHELOR OF BUSINESS ADMINISTRATION (Hons.)**

**Duration : Three years**

## **PROGRAMME OBJECTIVES**

BBA Hons. Programme is a 3 years undergraduate program that is designed to impart knowledge of business management and administration skills through various courses. The courses focus on building skills that further enable students to understand the functioning of business organizations. The main objective of the programme is to impart management education and create opportunities for the students to upgrade themselves with contemporary business practices and at the same time to gain hands-on corporate work experience.

### **Specifically:**

The primary objectives of this course are:

- To acquaint with and develop an understanding of concepts, principles, functions and functional areas of management.
- To assess and help students identify their area of interest by offering different specializations viz, marketing , finance and HR.
- To develop acumen for more profitable business practices.
- To create conducive environment for professionals to grow as good and responsible human beings imbibing values and ethics.
- Develop decision making and analytical skills.
- Character building and holistic knowledge nurturing.
- To develop Entrepreneurship and technical skills to handle real corporate circumstances.
- Soft skill development and simulated learning.
- To provide a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.
- Developing humanitarian outlook.

## **Programme Outcomes**

**Upon completion of the BBA Hons. Programme, the students will be able to:**

- PO1** Understand the meaning of business & commerce, objectives and scope of business.
- PO2** Professional Excellence: Stay motivated for positions of leadership in business organizations at the local, national and international levels
- PO3** Critical Thinking: Identify the business-related problems and apply different business-related tools and techniques to solve the problems and interpret results.
- PO4** Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- PO5** Ethics: Students can recognize different Social and Ethical issues relating to business and research aspects.
- PO6** Academic Excellence: Students can cope up with the latest developments in contemporary, national and global level through effective transaction of the curricular aspects.
- PO7** Effective Communication: Communicate clearly in person and through electronic media and connect people, ideas, media and technology to give meaningful results.
- PO8** Possess persuasive written and oral communication skills.
- PO9** Demonstrate human skills and a better understanding of human behavior in organizations.
- PO10** Have knowledge relating to management, accounting, banking systems, economic theory, knowledge about business, micro & macroeconomics etc. and e-Commerce.

### **Specific Programme Outcomes:**

- Students will be equipped with sound base of knowledge to set up a new business.
- Students will have a strong conceptual base that shall serve as a forerunner for MBA aspirants.
- The students would find a strong foothold to enter their careers immediately after completion of their BBA Hons. Programme. based on their areas of specialization and interest.
- Work as management professionals in various industries.
- Understand the Social Responsibilities of Business.